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To: Examiner Jean D. Janvier**Fax No:** 703-872-9306 (After Final)**Phone No:**

Re: U.S. Patent Application No. 09/575,845

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PATENT

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December 16, 2004
Date

Angela S. Long
Angela S. Long

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Connie D. Myers
Application No. : 09/575,845
Filed : May 19, 2000
For : METHOD AND SYSTEM FOR TRACKING CONSUMER
AWARENESS OF BRAND-NAMES (AS AMENDED)

Examiner: : Jean D. Janvier
Art Unit : 3622
Docket No. : 680047.402
Date : December 16, 2004

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P.O. Box 1450
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TRANSMITTAL LETTER

Commissioner for Patents:

In response to the Examiner's Interview Summary (PTO Form PTOL-413), applicant's representative notes that a statement of the substance of the interview was included in the Amendment filed on October 29, 2004, although not explicitly labeled as such. A copy of this statement is included here for the Examiner's convenience. The interview was conducted on October 7, 2004.

Statement of the Substance of the Interview

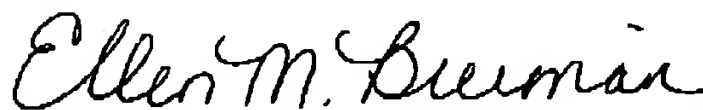
"Applicant's representative expresses gratitude to the Examiner for his time and effort extended in a recent telephone interview conducted on October 7, 2004.

Consistent with that interview, applicant has amended the claims to incorporate the ideas discussed therein, namely to clarify that applicant's claims

are directed to the displaying of and determining of selection between two or more trade or service marks to activate application-specific commands, such as commands that cause a shopping list to be printed or a logout procedure to be initiated, in order to track consumer awareness or preference of one trade or service mark relative to another. In view of the further remarks below that distinguish the prior art of record, applicant respectfully requests reconsideration of these claims and timely entry of these amendments."

Respectfully submitted,

Seed Intellectual Property Law Group PLLC



Ellen M. Bierman

Registration No. 38,079

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